

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Festival on the Green Subcommittee**

**Monday, April 1, 2013**

**5:00 pm**

**Minutes**

**Present:** Tom Birkenholz, Rick Brosseau, and Kathy Hawkins

**Staff:** Kathleen Paterson

**1. Call to order**

Kathleen Paterson called the meeting to order at 5:08 pm in Chair Betsy Paterson's absence.

**2. Public comment**

There was no public comment.

**3. Approve minutes of March 25, 2013**

There was no quorum to approve the minutes.

**4. Update on committee tasks**

Activities: Ms. Paterson reported that she updated the application and informational letter for Mansfield businesses and organizations that would like to host activity booths. **She will post them to the Partnership's website and email past participants [Done].**

Art: Ms. Paterson reported that the Call to Artists and Prospectus had been mailed to local artists; emailed to UConn, ECSU, Community School of the Arts, and E. O. Smith; and posted to the Partnership's website. **She will send a press release regarding the Juried Art Show.**

Food: There was no update on food booths.

Music: Ms. Paterson reported that she and Rod Rock will continue to discuss options for the committee's review. Two groups that the committee had favored are no longer available on the date of the *Festival*.

Tom Birkenholz said he liked the idea of lively music because of the outdoor performance.

Kathy Hawkins said she thought bluegrass would fit the feel of the event and the season well.

**Ms. Paterson will send video clips to the committee to review before the next meeting.**

Parade: Mr. Birkenholz reported that he had drafted a "save the date" flyer for Parade participants but asked for some help with the graphics. **Ms. Hawkins will help Mr. Birkenholz with the flyer. Ms. Paterson will send Mr. Birkenholz some photos from the 2012 Parade.**

Mr. Birkenholz reviewed the Grand Marshal criteria and suggestions he had collected thus far. The group discussed possible honorees. The general consensus was to make a decision by the May meeting so that the Grand Marshal could be notified and could make sure the Parade is on his/her schedule.

Sponsors: There was no update on sponsors.

#### **5. Distribution of Save the Date postcards**

Ms. Paterson said that all of the cards had been distributed with the exception of those for the downtown businesses. **She will send the remaining postcards to the businesses.**

#### **6. Discuss Celebrate Mansfield Weekend**

Ms. Paterson provided a brief review of past schedules and the current tentative schedule.

Mr. Birkenholz suggested a car rally; **he will bring logistical and cost details to the next meeting.**

The committee discussed the merits of a paper brochure to promote Celebrate Mansfield Weekend (CMW); the general consensus was to skip the brochure due to costs and to include CMW information on the *Festival* flyer.

#### **7. Adjourn**

The meeting adjourned at 6:00 pm.

*Minutes prepared by Kathleen M. Paterson*